

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☐ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<p>(51) International Patent Classification ⁷ : G06F 17/60</p>	A1	<p>(11) International Publication Number: WO 00/58882</p> <p>(43) International Publication Date: 5 October 2000 (05.10.00)</p>		
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p>(21) International Application Number: PCT/KR00/00280</p> <p>(22) International Filing Date: 29 March 2000 (29.03.00)</p> <p>(30) Priority Data: 1999/0011056 30 March 1999 (30.03.99) KR</p> <p>(71)(72) Applicant and Inventor: JOO, Jin-Yong [KR/KR]; 201 Artvilla 586 Yangji-dong, Sujeong-ku, Seongnam-city, Kyonggi-do 461-250 (KR).</p> <p>(72) Inventor; and (75) Inventor/Applicant (for US only): KIM, Yang-Ho [KR/KR]; 106-806 Daejin-1cha 339, Jugjohn, Suji-eub, Yongin-city, Kyonggi-do 449-840 (KR).</p> <p>(74) Agents: JOHN, Kwan-Chool et al.; Pedison International Patent and Law Office, 824-28, Yoksam-dong, Kangnam-gu, Seoul 135-080 (KR).</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> <i>In English translation (filed in Korean).</i></p> </td> </tr> </table>			<p>(21) International Application Number: PCT/KR00/00280</p> <p>(22) International Filing Date: 29 March 2000 (29.03.00)</p> <p>(30) Priority Data: 1999/0011056 30 March 1999 (30.03.99) KR</p> <p>(71)(72) Applicant and Inventor: JOO, Jin-Yong [KR/KR]; 201 Artvilla 586 Yangji-dong, Sujeong-ku, Seongnam-city, Kyonggi-do 461-250 (KR).</p> <p>(72) Inventor; and (75) Inventor/Applicant (for US only): KIM, Yang-Ho [KR/KR]; 106-806 Daejin-1cha 339, Jugjohn, Suji-eub, Yongin-city, Kyonggi-do 449-840 (KR).</p> <p>(74) Agents: JOHN, Kwan-Chool et al.; Pedison International Patent and Law Office, 824-28, Yoksam-dong, Kangnam-gu, Seoul 135-080 (KR).</p>	<p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> <i>In English translation (filed in Korean).</i></p>
<p>(21) International Application Number: PCT/KR00/00280</p> <p>(22) International Filing Date: 29 March 2000 (29.03.00)</p> <p>(30) Priority Data: 1999/0011056 30 March 1999 (30.03.99) KR</p> <p>(71)(72) Applicant and Inventor: JOO, Jin-Yong [KR/KR]; 201 Artvilla 586 Yangji-dong, Sujeong-ku, Seongnam-city, Kyonggi-do 461-250 (KR).</p> <p>(72) Inventor; and (75) Inventor/Applicant (for US only): KIM, Yang-Ho [KR/KR]; 106-806 Daejin-1cha 339, Jugjohn, Suji-eub, Yongin-city, Kyonggi-do 449-840 (KR).</p> <p>(74) Agents: JOHN, Kwan-Chool et al.; Pedison International Patent and Law Office, 824-28, Yoksam-dong, Kangnam-gu, Seoul 135-080 (KR).</p>	<p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> <i>In English translation (filed in Korean).</i></p>			
<p>(54) Title: AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW</p> <div style="text-align: center; margin-top: 20px;"> </div>				
<p>(57) Abstract</p> <p>The present invention is related to an advertising method using internet e-mail and chatting window which involves an advertisement in e-mail or chatting window, and compensates the person for seeing the advertisement.</p>				

FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GA	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav Republic of Macedonia	TM	Turkmenistan
BF	Burkina Faso	GR	Greece	ML	Mali	TR	Turkey
BG	Bulgaria	HU	Hungary	MN	Mongolia	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MR	Mauritania	UA	Ukraine
BR	Brazil	IL	Israel	MW	Malawi	UG	Uganda
BY	Belarus	IS	Iceland	MX	Mexico	US	United States of America
CA	Canada	IT	Italy	NE	Niger	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NL	Netherlands	VN	Viet Nam
CG	Congo	KE	Kenya	NO	Norway	YU	Yugoslavia
CH	Switzerland	KG	Kyrgyzstan	NZ	New Zealand	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's Republic of Korea	PL	Poland		
CM	Cameroon	KR	Republic of Korea	PT	Portugal		
CN	China	KZ	Kazakhstan	RO	Romania		
CU	Cuba	LC	Saint Lucia	RU	Russian Federation		
CZ	Czech Republic	LI	Liechtenstein	SD	Sudan		
DE	Germany	LK	Sri Lanka	SE	Sweden		
DK	Denmark	LR	Liberia	SG	Singapore		
EE	Estonia						

AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW

BACKGROUND OF THE INVENTION

5 1. Field of the Invention

The present invention relates to an advertising method using Internet electronic mail (e-mail) and chatting services and, in more particular, to an advertising method using Internet e-mail and chatting services, which pays a predetermined charge for viewing advertisements to users when they are provided with Internet e-mail service
10 transmitting e-mails including the advertisements provided by advertisers, to thereby invite and display advertisements.

2. Description of the Related Art

In popularization of the Internet, the amount of advertisements using Internet home pages rapidly increases and markets are being extended. This advertising method
15 using the Internet home pages is to pay a predetermined charge for viewing advertisements to users who sign in specific Internet services whenever advertisements are clicked when the users access the home pages of the Internet services and view the advertisements displayed thereon. This method provides the users with a part of advertising rates paid by their advertisers to secure lots of users who have signed in the
20 services. Additionally, there are extending Internet services which provide free home pages to the users and allow them to use free e-mail accounts on the condition that the users sign in the Internet services and view advertisements displayed on the home pages. This rapidly raises the amount of usage of e-mail.

However, the Internet services described as above provide free services like e-

mail services to the users and pay a predetermined charge for clicking the advertisements to them in case where the users view the advertisements displayed on the home pages. Further, the e-mail is used as a means for directly advertising specific products or services when it is employed for advertisements. This causes a flood of spam mails which are delivered to users who do not want them. This problem limits e-mail service and does not allow the e-mail, which has a potential of replacing facsimile service or postal service, to be effectively used as an advertising medium.

SUMMARY OF THE INVENTION

An object of the present invention is to provide an advertising method using Internet e-mail service, which pays a predetermined charge to users for viewing advertisements when the users who have signed in the service are provided with the Internet e-mail service transmitting e-mails including advertisements provided by advertisers, to thereby invite and display advertisements.

Another object of the present invention is to provide an advertising method using Internet e-mail service, which transmits advertisements included in e-mails to users who want to see them to prevent a flood of spam mails and develop a healthy e-mail culture.

A still another object of the present invention is to provide an advertising method using Internet chatting service, which pays a predetermined charge for viewing specific advertisements or banners to users when they use the chatting service.

To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail service constructed in such a manner that an advertisement of a specific advertiser is displayed on the ground of the main screen of the Internet e-mail service transmitted from an e-mail server or a part thereof, and a

transmitting part of the Internet e-mail having the advertisement displayed on the main screen thereof sends the e-mail to a receiving part. Upon confirmation of reception of the e-mail, a predetermined charge is paid to the transmitting part and receiving part. The advertisement displayed on the e-mail screen is selectively activated to allow the
5 users (transmitting part and receiving part) to view it only when they want to see it and the predetermined charge is paid to them only when they see the advertisement. A variety of advertisements may be displayed on the e-mail screen to allow the transmitting part to be able to select.

In addition, the advertising method using Internet chatting service is
10 constructed in such a manner that company advertisements and/or company banner advertisements are inserted in the ground or a specific portion of the chatting window displayed as the initial screen of each chatting participant, other than the input window through which conversations are carried out, and when the participants view the advertisements during chatting a predetermined charge is paid to them.

15 To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with
20 one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it

therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to see it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it
5 therein; and the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC
10 for a transmitting part to transmit e-mails, a receiving part's client PC for a the receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's
15 client PC, the advertisement being inserted in the ground of the e-mail main screen or a part of it; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and
20 receiving parts on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

According to still another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC

for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an
5 e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted from an activated state to an inactivated state to be included in the e-mail; the e-mail server transmitting the e-mail to the receiving part's
10 client PC, and storing information on the transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to view it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server
15 compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to yet another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC
20 for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she

wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being inserted in the ground of the e-mail main screen; the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the
5 transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and receiving parts on the basis of the information on the transmission of the e-mail and the information on the
10 reception of the e-mail.

The kind, contents and form of the advertisement are chosen by the transmitting part. The advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

Each of the advertising methods further comprises the step of, when the e-mail
15 is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for viewing the advertisement, and being saved up previously.

The advertising method may further comprises the step of the transmitting
20 part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the e-mail including the advertisement.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on

viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the
5 reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

To accomplish the objects of the present invention, there is also provided an advertising method using Internet chatting service, wherein a company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a
10 chatting window, other than an input window through which conversations are carried out, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting participant.

According to the present invention, as described above, when advertisements
15 supplied by their advertisers are included in the e-mail to be transmitted while the Internet e-mail service is provided to the users who have signed in the service or those who want to sign in the service, a predetermined amount of charge is paid to them, to invite advertisements. Further, the advertisements are also displayed on the chatting
window in the Internet chatting service to attain the same effect. Moreover,
20 advertisements included in the e-mail are viewed to only those who want to see them, to prevent a flood of spam mails and develop a healthy e-mail culture. Additionally, a variety of events are performed to promote advertisements.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 roughly shows a method of transmitting/receiving e-mails between

users who have signed in Internet e-mail service;

FIG. 2 roughly shows a method of transmitting/receiving e-mails between users who have not signed in Internet e-mail service yet;

FIG. 3 shows an embodiment of an e-mail window including an advertisement;

5 FIG. 4 shows an embodiment of an e-mail window including no advertisement;
and

FIG. 5 roughly shows an example of an advertising window for displaying advertising contents.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

10 A preferred embodiment of the present invention is described in detail in the following with reference to the drawings.

The present invention provides an advertising method using Internet e-mail service to pay a predetermined amount of charge to both of transmitting and receiving parts when the transmitting part sends an e-mail including advertisements to the
15 receiving part, to thereby improve advertising effect and prevent an unnecessary flood of spam mails.

In the advertising method of the present invention, in case where a user who has signed in Internet e-mail service and given an e-mail account sends an e-mail, for example, an advertisement of a specific advertiser is displayed on a part of the Internet
20 e-mail screen transmitted from an e-mail server and, when the user sends as the transmitting part the e-mail containing the advertisement displayed on the screen thereof to a receiving part who also has signed in the e-mail service, a predetermined charge is paid to the transmitting and receiving parts.

In addition, in case of sending an e-mail message by a user who has not signed

in the e-mail service, when he/she accesses the e-mail server to select the Internet e-mail having a specific advertisement displayed on the screen thereof and sends the e-mail to a receiving part through the e-mail server, a predetermined charge is paid to the transmitting and receiving parts (only if they are subscribers who have signed in the service). Moreover, the advertisement included in the e-mail is selectively activated to allow the users to view it when they want to see it and the predetermined charge is paid them only when they view the advertisement.

The e-mail service may be used employing a dedicated program produced by the e-mail service company or e-mail transmission/reception functions of an Internet browser such as Netscape or Internet explorer, currently widely being used.

FIG. 1 shows a method of transmitting/receiving e-mails between users who have signed in the Internet e-mail service, and FIG. 2 shows a method of transmitting/receiving e-mails between users who have not signed in the service. A transmitting part 10 who has signed in the service accesses the Internet using his/her Internet service provider (ISP) to receive an e-mail page from e-mail server 30. This e-mail page include one or more advertisements of specific advertisers and the transmitting part 10 adds messages he/she wants to send thereto. Each e-mail page contains one or more advertising contents and the transmitting part 10 can download an e-mail page including an advertisement he/she wants to see and adds messages thereto.

The e-mails used in the present invention can include a variety of advertising contents. For example, the e-mails are classified as A, B, C, D, E, F,, which are selectable, e-mail A displaying an advertisement of a company A, e-mail B displaying an advertisement of a company B and e-mail C displaying an advertisement of a

company C and so on, and the transmitting part selects his/her preferred e-mail among them to thereby choose an advertisement of a specific company. This may be stored as a database for a company that netizens prefer, to be used for a sales strategy.

When the user downloads one of e-mails A, B, C, D and E including the
5 advertisement of a specific company, the e-mail service company records the
downloaded state. Then, whenever the user sends an e-mail as the transmitting part 10,
this transmission status is automatically recorded in the e-mail service company. The
e-mail service company confirms the transmission state of the e-mail including a
specific advertisement on the basis of the record, and then confirms the transmission
10 record of the e-mail including the advertisement once in a month or week.
Subsequently, the e-mail service company pays a predetermined charge (for viewing
the advertisement) on the account of the transmitting part 10.

The receiving part 20 who has received the e-mail including the advertisement
views the contents of the advertisement while confirming the e-mail message. Here,
15 when the receiving part 20 sees the advertisement, this is transmitted to the e-mail
service company through the Internet to be recorded therein. This can be accomplished
using functions of the browser or functions of e-mail service program. The e-mail
service company confirms reception state of the e-mail including the specific
advertisement on the basis of the record thereof, and then confirms the transmission
20 record of the e-mail including the advertisement once in a month or week.
Subsequently, the e-mail service company pays the predetermined charge (for viewing
the advertisement) on the account of the receiving part 20. The advertising rate is paid
by its advertiser.

FIG. 2 shows the advertising method of the present invention in case of a user

who has no address of the e-mail service company. In this case, the transmitting part 10 should sign in the e-mail service for receiving the charge for viewing advertisements and be in state of connecting to the e-mail server 30 for accurate statistics. In this state, the transmitting part 10 downloads the e-mail page including 5 advertisements from the e-mail server and adds necessary contents thereto to send it through the e-mail server 30. Here, the e-mail can be transmitted with the address of the e-mail server 30 as the transmitting part's address and the Internet e-mail address of a receiving part (actual recipient), for example. Otherwise, a program is constructed to automatically record the e-mail address of the e-mail server in an advertising e-mail 10 form to allow the e-mail with the advertisements to be able to be automatically transmitted to the receiving part. While both the transmitting and receiving parts 10 and 20 receive the charge for viewing advertisements when they have signed in the e-mail service, only the transmitting part 10 receives it when they have not.

The e-mail is first sent to the e-mail server where the transmitting part's 15 address is deleted, and then transmitted to the Internet address of the recipient. In this case, there is no need to pay the charge for viewing advertisements to the receiving part 20. It is required for the receiving part to sign in the e-mail service for receiving the charge. Furthermore, by way of precaution against a case that the transmitting part sends an e-mail to unknown users for the purpose of acquiring the advertising charge, 20 a spam mail confirmation section is placed, the service company records, when the receiving part clicks the spam mail confirmation section, this and deprives the corresponding transmitting part of his/her membership or does not pay the advertising charge to him/her.

FIGS. 3 and 4 show examples of e-mails used in the advertising method of the

present invention, FIG. 3 illustrating that an advertisement is inserted in the lower part of e-mail mail screen, to be activated and FIG. 4 illustrating that the e-mail is in inactivated state. Here, Netscape's navigator is used as a browser 40 for reading e-mail messages. Referring to FIGS. 3 and 4, upon selection of a received mail a user wants
5 to read from a received mail list window 42 displaying multiple received mail lists, the contents of the selected mail are displayed in an e-mail text box 46 located under the received mail list window 42. The displayed contents include the transmitting part's address, title, receiving part's address, and the text of the mail. In addition, an advertising window 50 on which a specific advertisement is displayed is inserted in a
10 predetermined portion of the screen. An advertisement selected from a variety of advertisements by the transmitting part 10 is displayed on the advertising window 50.

By way of precaution against a case where the users do not want to see the advertisement or the transmitting part wants to inactivate it by courtesy, an advertisement menu selection button may be set at one side of the advertising window
15 50.

FIG. 4 shows the inactivated state of the advertising window. In this case, advertising window 50 is not displayed. When the transmitting part 10 sends an e-mail while pushing the advertisement menu selection button 48 to inactivate the advertising window 50, the receiving part 20 may push the advertisement menu selection button
20 48 to see the advertisement or ignore it after reception of the e-mail.

It is obvious to those related with the art that advertisements may be textual or may be realized in various forms using multimedia employing a program such as java. For example, the advertisement may display only the logo of a corresponding advertiser or be configured in such a manner that, when the logo is clicked while being

displayed, advertising text other than questionnaires or the company logo can be seen. In FIG. 3, though only one advertising window 50 is displayed, more than one advertisement can be inserted in a single e-mail to be displayed. Here, the advertisements may be provided by the same company or different companies. This is
5 especially effective when advertising rates are required to decrease.

Moreover, a maxim or news may be inserted in a part of the advertising window 50, as shown in FIG. 5, to improve applications of advertisement and provide information useful for living, increasing probability of viewing advertisements. Additionally, to increase the rate of viewing advertisements of recipients, for example,
10 an event may be employed that a lottery ticket is provided in the advertisements to offer a premium such as prize or goods.

The advertising method according to the present invention can be applied to chatting service. Specifically, in free chatting service provided to users, which is one of the most frequently used services, an advertisement is inserted in the ground of the
15 chatting window or a part thereof and users are under an obligation to see it. Otherwise, the advertisement is activated to be displayed when it is clicked, clicking state is recorded, and then the record is counted once in a month or week to pay a predetermined charge to the users. The payment of the charge is performed free or in membership system, which is the same as the advertising method using the e-mail.

20 While the invention has been described in terms of several preferred embodiments, those skilled in the art will recognize that the invention can be practiced with modification within the spirit and scope of the appended claims.

WHAT IS CLAIMED IS:

1. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an
5 Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:
the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail;
10 delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;
the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;
the receiving part selectively activating the advertisement included in the e-
15 mail to see it;
transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and
the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and
20 the information on viewing of the advertisement.

2. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC a the receiving part to receive the e-mails, an e-mail server and an

Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being

5 inserted in the ground of the e-mail main screen or a part of it;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

10 transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

15

3. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an

Internet network for connecting the transmitting part's client PC, the receiving part's

20 client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted

from an inactivated state to an activated state to be included in the e-mail;

the e-mail server transmitting the e-mail to the receiving part's client PC, and
storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the
5 receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-
mail to view it;

transmitting information on viewing of the advertisement from the receiving
part's client PC to the e-mail server, to record it therein; and

10 the e-mail server compensating the transmitting and receiving parts for viewing
the advertisement on the basis of the information on the transmission of the e-mail and
the information on viewing of the advertisement.

4. An advertising method using Internet e-mail system having a
15 transmitting part's client PC for a transmitting part to transmit e-mails, a receiving
part's client PC for a receiving part to receive the e-mails, an e-mail server and an
Internet network for connecting the transmitting part's client PC, the receiving part's
client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from
20 the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the
transmitting part's client PC to the e-mail server, the advertisement being inserted in the
ground of the e-mail main screen;

the e-mail server transmitting the e-mail to the receiving part's client PC, and

storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

transmitting information on the reception of the e-mail from the receiving
5 part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

10 5. The method as claimed in one of claims 1, 2, 3 and 4, wherein the kind, contents and form of the advertisement are chosen by the transmitting part.

6. The method as claimed in one of claims 1, 2, 3 and 4, wherein the advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

15

7. The method as claimed in claims 1, 2, 3 and 4, further comprising the step of, when the e-mail is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for
20 viewing the advertisement, the compensation money being saved up previously.

8. The method as claimed in claim 1 or 2, further comprising the step of the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the

e-mail including the advertisement from the transmitting part's client PC to the receiving part's client PC.

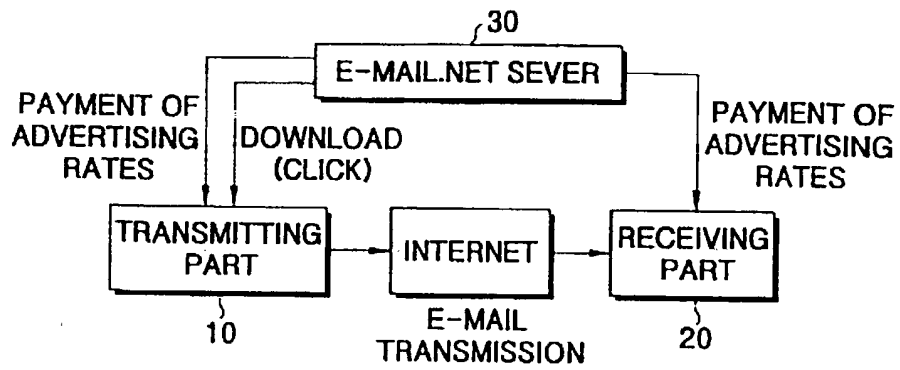
9. The method as claimed in claim 1, wherein the information on the
5 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10. The method as claimed in claim 2, wherein the information on the
10 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

11. An advertising method using Internet chatting service, wherein a
15 company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a chatting window, other than an input window through which conversations are carried out and which is located in the chatting window, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting
20 participant.

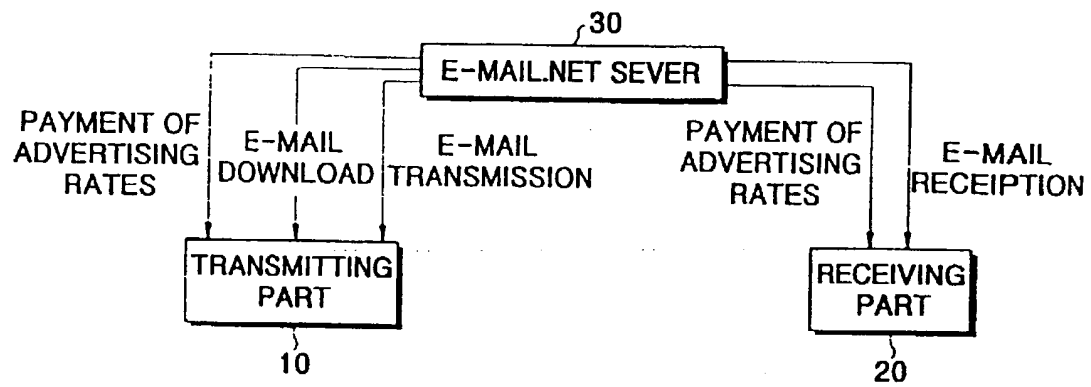
1/5

FIG. 1



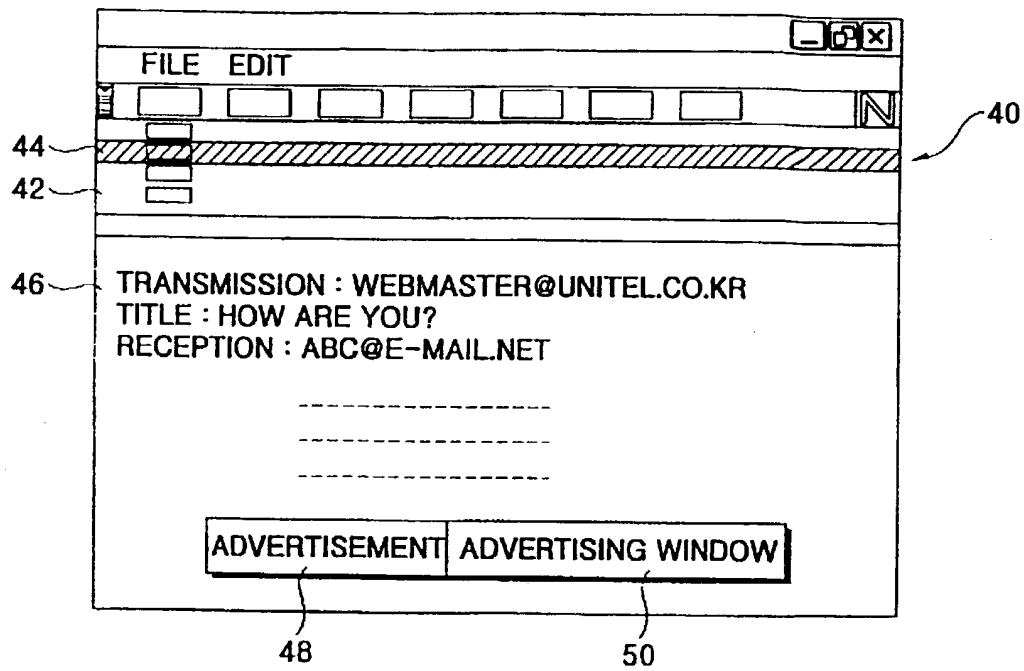
2/5

FIG. 2



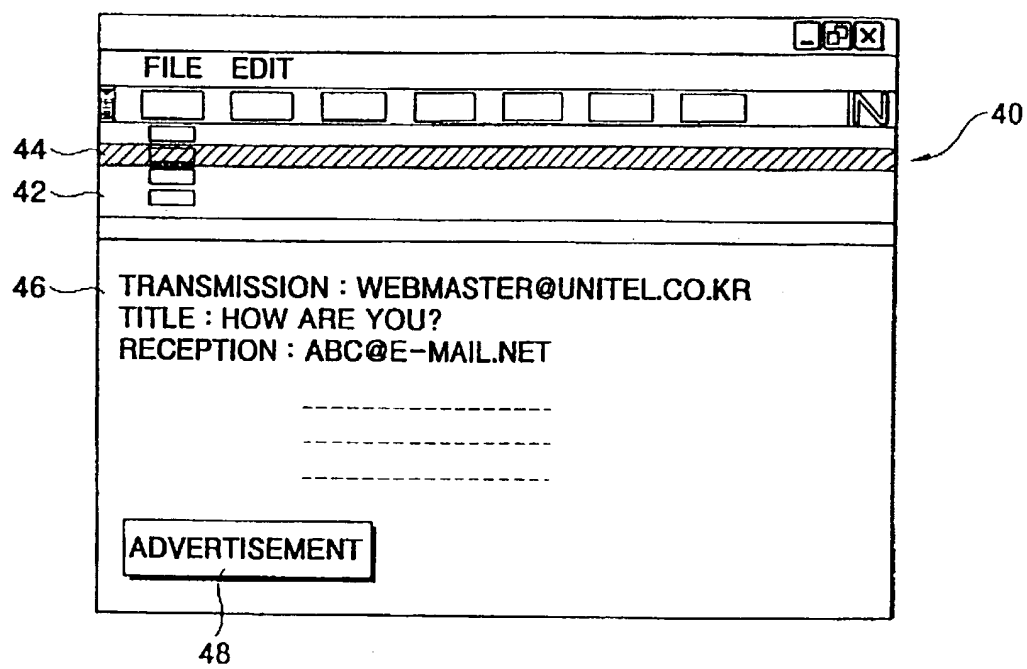
3/5

FIG. 3



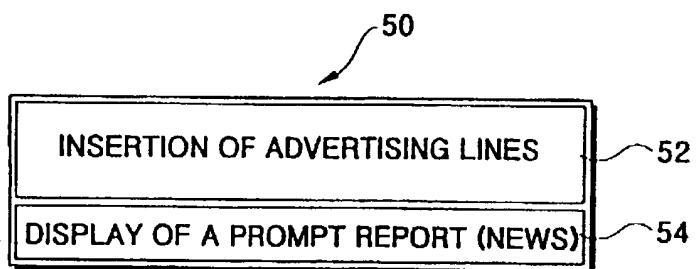
4/5

FIG. 4



5/5

FIG. 5



Incomkorea

Noh-Jung Kee
Choi

Jung Hee
Yoon Sae
young

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR00/00280

A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7 G06F 17/60, IPC7 G06F 19/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	JP 10-320336 A (ADDRESS INTERNATIONAL CO) 4. DECEMBER. 1998 FIG 1,3,4,8, ABSTRACT, CLAIMS1-9	1-11
Y	JP 11-3072 A (SONY) 6. JANUARY. 1999 ABSTRACT, CLAIMS1-6	1-6
A	JP 10-312344 A (LUCENT TECH. CO) 24.NOVEMBER. 1998 ABSTRACT, FIG1,2,4,5,6. CLAIMS1-6	1-11

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier application or patent but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

Date of the actual completion of the international search

22 JULY 2000 (22.07.2000)

Date of mailing of the international search report

26 JULY 2000 (26.07.2000)

Name and mailing address of the ISA/KR

Korean Industrial Property Office
Government Complex-Taejon, Dunsan-dong, So-ku, Taejon
Metropolitan City 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

LEE, Un Cheol

Telephone No. 82-42-481-5784

2000-28612
-353